

Final Draft Document

Williamsburg Area Transit Authority (WATA) Fiscal Year 2009 Strategic Management Plan

Vision: A well- connected transportation option of choice for all people who live, work, and visit the Greater Williamsburg Region

Mission: WATA provides a public transit option for the Williamsburg Region through a safe, efficient and accessible transit system that is user-friendly, environmentally sensitive and supports the needs of the community

Goals:

- I. Community Involvement – Create and maintain public and private partnerships to enhance services and to educate the community of transit options and benefits

Strategies

1. A. Increase Public Involvement

Actions

- Create Transit Advisory Board by March 31, 2009 – *responsibility –Executive Director and WATA Chair*

1. B. Increase Outreach to Public and Private Stakeholders

Actions

- Provide Transportation Development Plan by April 30, 2009 -*responsibility – Planning and Project Manager –Department of Rail and Public Transportation and Director of Planning and Development, WAT*
- Provide routing concept plan to Planning Staff of each WATA member jurisdiction and conduct two public input meetings by June 30, 2009 – *responsibility – WATA staff, KFH consultant team*

1. C. Create awareness of Public Transit Benefits

Action

- Provide overview of benefits on WATA website and to Youth Advisory Commission by June 30, 2009 *responsibility Executive Director and Marketing*

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Strategies continued

II. Introduce Technology improving customer experience

Strategies

2. A. Identify customer and Agency Technology Needs

Action

_Conduct a Needs Assessment and Develop Plan for facilities and equipment by September 2009 -*responsibility –DRPT and consultants, Director of Operations*

2. B. Identify resource sharing opportunities

Action

- Develop ITS implementation plan for inclusion in DRPT Six-Year Capital Plan and WATA Twenty Year Capital Plan by October 2009 -*responsibility – WATA staff, DRPT*

III. Grow WAT services to meet customer survey

Strategy

3. A. Identify customer needs, growth patterns and population trends

Action

- Prioritize short-term needs based upon 2008 Passenger Profile by June 30, 2009 -*responsibility Director of Operations, Director of Planning and Development and Executive Director*

3. B. Identify programs/services with overlapping missions and Customers

Action

- Identify efficiencies and effectiveness opportunities through coordination by June 30, 2009 - *responsibility WATA staff*
- Conduct feasibility study evaluating ownership versus leasing Administrative/Operation facility by June 30, 2009 -*responsibility WATA staff*
- Implement Pass Program to supplement current daily and weekly pass options by June 30, 2009

Strategies continued

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IV. Promote the environment and mitigate congestion

Strategy

4. A Evaluate sustainable equipment and facilities

Action

- Evaluate energy efficient vehicles and facilities and promote to public by December 31, 2009 – *responsibility WATA staff and Board, DRPT and vehicle manufacturers*